Issued Every Friday.

Friday, June 3, 1898.

TERMS: \$1.50 PER YEAR IN ADVANCE

DOBYNS & CURRY, Publishers

WHAT has become of Mr. Bailey, o Texas, and Mr. Foraker, of Ohio? In this great hour are they sleeping! a base sleep beside their idle spears?

Ir is interesting to note while reading of Spain's terrible misgovernment at home as well as in her colonies that the spoils system prevails there in its per-

THE philosopher of Georgia is hitting some Crawfordsville talent pretty hard when he remarks: "De man dat hollers de loudes' fer war sin't got no voice lef' ter answer roll call.

THE Nicaraguan canal would make us Dewey, are the greatest arguments for from obtaining immediately an army of ling the Cubans to win their indepenadduced.

ADMIRAL DEWEY'S braye men are to receive a financial reward for their good work in Manile harbor, in addition to the thanks of the president, the congrees, and the people. It was last week discovered that there is a law authorizing the payment of \$100 for each man on an enemy's ship of war that is deetroyed in action. As the entire eleven ships of the Spanish fleet were destroyed and they are known to have been heavily manued in the expectation of having to furnish prize crews for Dewey's squadron, which they thought they would capture, it is estimated that about

THIS country basn't done so badly after all, of late years in the development was not flying on a single modern ship capable of throwing at every full discharge 122,260 pounds of metal; the authorization of vessels of our new navy we have done in fifteen years what it some difficulty which will leave it no alwould required some of the older European powers half a century to accomplish. -Gate City.

Joseph, Mo., held a meeting and agreed together, and until the last few years any remedy equal to it for colic and related to the French. French styles, great many years doctors pronounced to more than one or two doses to ourse the kid gloves, bonnets, corsets, shoes and a s local disease, and prescribed local worst case with myself or children. benceforth be a drug on the market in cure with local treatment, pronounced sale by Clark O. Proud. that city, and the ladies have even ap- it incurable. Science has proven catarrh pointed a committe to call on, the mer- to be a constitutional disease, and, chants, notify them of the action taken therefore, requires constituional treatand request them not to purchase any ment. Hall's Catarrh Cure, manufacmore goods in France. It is a good tured by F. J. Cheney & Co., Toledo. move on the part of the ladies and one Ohio, is the only constitutional cure on that should be taken up in every city, the market. It is taken internally in town, and hamlet in the United States. doses from 10 drops to a teaspoonful. It gets sick. Make the boycott not only for during acts directly on the blood and mucous the war, but for all time. We can make surfaces of the system. They offer one our own styles, our own kid gloves, our hundred dollars for any case it fails to own bonnets, and everything else we cure. Send for circulars and testimonneed, and the people show their patrio- ials. Address. tism by buying nothing that has a foreign stamp on it. Buy home manu- Sold by druggists, 75c. factured goods, build up the home merkets and in a quarter of a century we can have the powers begging for quar-

of the joint resolution providing for the Sold by all druggists. annexation of Hawaii, is one of the strongest documents of its kind ever presented to the House. It says of the proposed annexation: "There is no un- of this state between the ages of 18 and other governments. It is simply the ob- to military duty in this state." thus completed with the cordial consent There is another provision which ex- corn plant can certainly be stretchd to of the sovereign powers of both govern- empts certain persons from military meet many purposes. ments. The only question involved is duty who have conscientious scruples Hawaiian Islands would be advantage. of certain sums. This, in effect, is a of one kind of food. He should further concludes by saying: "The acquisition tion in regard to persons who have con- the pig are more similar to his own than of these islands does not contravene our scientious scruples against bearing arms those of any other animal. If he will national policy or traditions. It carries is said to be a relic of a very old law, appreciate this and feed the pigs some out the Monroe doctrine, which excludes intended for the benefit of the Quakers, thing as he feeds himself he will get re-European powers from interfering is whose religion does not permit them to warded with many grunts of satisfaction the American continent and outlying kill, even in war. There are not many and more money in his pocket. islands, but does not limit the United persons in Missouri who could dodge States; and this doctrine has long been out of military duty through this loop applied to these very islands by our government."

The Weather for June.

According to Hicks there will be plenty of rain in June and more storms than About this time blazes of sheet light- on our Pacific coast. come parts of the North. From the And armored crusers should be built in Sith to 27th more storms may be ex- due proportion. sted. Seasonable rains are promised during June and most of July.

Mr. P. Keloham of Pike City, Cai., says: "During my brother's late sick seems from solatic rhoundat Moore and Zachman's grocery stores. Those disposed to help along borlain's Pain Balm was the only semedy that gave him any relief." Many others have testified to the prempt relief from pain which this humanst afferds. For min by Clark Q. Propad.

Missouri 'products at Omaha, will be found at Moore and Zachman's grocery of The Sextinel alone \$1.50.

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The Cuban question and political issues sink into insignficance with the man who suffers from piles. What he man who suffers from piles. What he pain which this humanst afferds. For min by Clark Q. Propad.

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Missouri 'products at Omaha, will be found at Moore and Zachman's grocery of The Sextinel alone. Secure good health, and you will surely have good looks. "Electric Bitters" is a good Alterative and Tonic, Acts directly on the stomach, liver and kid instructive to farmers, will be given in connection with the New York of the two papers, for the price of The Sextinel alone.

America's greatest medicine is Hood's Sarsaprilla, which cures when all other products at Omaha, will be disposed to help alone the two papers, for the price of The Sextinel alone.

The Cuban question and political infarming, which contains as much a good directly on the stomach, liver and kid infarming, which contains as much a good directly on the stomach, liver and kid infarming, which contains as much a good directly on the stomach and every line of it is extremely interest in farming, which contains as much a good directly on the stomach and every line of its sextremely interest.

Amer Mr. P. Kelobam of Pike City, Cal.,

Severe Suffering

Food Would Not Digest and Caused Cramps

Stomach and Lung Troubles Cured by Hood's Sarsaparilla.

"I had bronchitis and neuralgis of the tomach and suffered severely. I obtained but little relief from the prescriptions given me. My food would lie on my stomach and cause cramps. I got weaker all the time. My mother persuaded me to take Hood's Sarsaparills. The first bottle did me so much good that I kept on with it and now I am cured of my stomach trouble and my lungs are all right. I am so I can stand the cold winters much better than I could several years ago." MRS. SALLIE ARNOLD, Frazer, Missouri.

Sarsa-Hood's parilla

Is the best-in fact the One True Blood Purifier Bold by all druggists. \$1; six for \$5.

Hood's Pills are the best after-dinner

The Difference Between Bonds and Taxes.

The Democratic policy of providing the maritime power of the twentieth war money by taxation instead of by iscentury. Without it New York and San suing bonds is similar to that which Franciscofare separated by 15,000 miles thwarted the original Hull bill to proof sea room. A canal would shorten the vide a regular army. In an unfortunate route over 10,000 miles, or three times moment of self-absorption, which irrethe distance across the Atlantic. Our pressible patriotism has since very greatrecent experience with the Oregon, and ly atoned for, some misguided members our present one in relieving Admiral of the militia prevented the government

the building of the capal that could \$be 100,000 men under its absolute and untion the force raised consisted of volun- The object of talking such nonsence is teers surrounded by various undesirable simply to explot the opinions of some complications not easy to do away with. vain-glorious congressmen, whose stilted The Democrats aim at substantially this utterances have no force only in their policy in respect to revenue.

Instead of putting the power to raise money directly into the hands of the government, where it would be an une-\$200,000 will be divided among Dewey's financial resources subject solely to its this fault-finding, lay their partizanship quired.

of a navy. Fifteen years ago our flag on the future; with bonds it can be had fence of the flag and they will brook no tomorrow. Taxes will sustain the war, senseless fault-finding. of war. Nor could we make armor plate either in winning victories or in making in this country. Since then we have peace, like the promise of an army and built 114 yessels of all classes, with guns | navy next year. Bonds stand for an army and navy ready, with bayonets

fixed and guns shotted. We again warn the Democratic statespower to Spain or its finances to the

Bryanites.

F. J. CHENEY & CO., Toledo, O

The majority report from the House committee on Foreign Affairs, in favor of the joint resolution providing for the

Frem Eighteen to Forty-Five.

"All the able-bodied male inhabitants

hole, although deu btiese there would be many converts to the 'Quaker doctrine should occasion demand.

A Suggestive Journey.

This, though of remarkable brilliancy, Manila, the Oregon ought never to reis harmless. The 12th and 13th are dates turn to her birthplace, at least until she upon which we may expect more storms.

can go through the Nicaragus Canal.

From the 19th to 22nd the weather will

To make good her loss on the Pacific we be quite warm. Following this will be should build ten battleships there, with only \$1.75. Send or call at once. a few cool days with frosts at night in a corresponding number on the Atlantic.

> -Missouri Buttons to aid in raising funds to make a creditable exhibit of Missouri products at Omaha, will be found at Moore and Zachman's grocery of The Sentinel alone \$1.50.

Beligerence.

The LaGrange Indicator says "It was the opinion of many that had the beligerancy been recognized and not a wish a-wash stand taken all along the line, there would have been no necessity of s war, and our honor would have remained intact and the Maine would be floating to day."

Of course the Indicator knows all this to be mere bosh, or else it is more ignorant of what beligerancy means than a school boy.

The recognition of the beligerancy of the Cubans would not have helped them a particle. The United States would have had to maintain neutrality between the beligerants. The Cubans had no money to purchase stores or ammunition. As a neutral this government would have had to maintain a fleet to

prevent assistance from reaching either of the parties. As it was, the war was kept up for three years by contributions from this side. If the assistance of our people and the Cubans in the United States had been withheld the Cubans would have been conquered in 30 days. Even now with our fleets thundering all around Cuba no one has, as yet, seen an armed Cuban on the coast. The Cubans alone could not have driven the Spaniards out in a century of such fighting as they had put up in the last three years. The government is now

arranging to send them arms, ammunttion and supplies in order that they may have a chance to fight. With every coast town and every city in the bands of the Spaniards what hope had they? All this stuff about beligerance enabdance was the merest rot, and unworthy disputed control. Because of that ac- of the consideration of sensible people. own districts, where it is necessary to show their wisdom.

There was a ten years war in Cuba in the '70's and the United States governqualled source of national strength and ment did not intend to have that in public confidence, the plan is to provide tolerable condition continued for the funds from taxes alone, an uncertain next ten years. President McKinley of revenue, influenced by the endless ac- endeavored, in every way possible, to cidents of business. With taxation, the free Cuba without war. It was found government's command of money will be impossible and war followed. Instead subordinate to the progress of events. of all this criticism it would be well for Bonds, on the other hand, will make its such papers as the Indicator to quit own judgment as to the amount re- aside for awhile, and show themselves true Americans at least until the is over With taxation, war-money will depend | The American people are united in de-

Bucklen's Arnica Salve.

The Best Salve in the world for cuts Bruises, Sores, Ulcers, Salt Rheum Fever Sores. Tetter, Chapped Hands Chilblains, Corns, and all Skin Erup, by 158,614 tons, the appropriations by men that their course compels the sus- tions, and positively cures Piles, or no \$151,117,597 and the naval force of en. picion that beneath their apparent pat- pay required. It is guaranteed to give listed men 5,500. Of torpedo boats and riotism and war-fever there is a sneak- perfect satisfaction or money refunded destroyers there have been sixty-three ing hope yet to catch the country in Price 25 cents per. box. For sale by

Chamberlain's Conc, Chalera and Diarrhoes Remedy in the Worcaster Enter There is more Catarrh in this section of prise recently, which leads me to write THE prominent society women of St. | the country than all other diseases put | this. I can truthfully say I never used to boycott everything that is French or was supposed to be incurable. For a diarrhoea. I have never had to use hundred and one other things will remedies and by constantly failing to W. A Stroud, Popomoke City, Md, For

For Our Farmer Readers. The comb of the hen is a pretty good

index of the health of the hen. To prevent pige from getting the thumps compel them to take plenty of active exercise. The busy pig seldom

If the pasture cannot be put into rotation it would be well to have it divided If the pasture cannot be put into rotaso that a part of it could be treated to manure and grass seed while the other part is being used.

The breeders of good horses expect a good time in the near future as the farmers are waking up to the fact that S. C. P. Jones, Milesburg, Pa., writes: only by buying good stallions can they "I have used DeWitt's Little Early expect to breed horses that will make Risers ever since they were introduced their mark in the markets of the world. Do not turn the cattle into the pasture too early. It is better to allow the grass to get a good start, so that it will be less easy for the cattle to eat it down to the roots. It is far better to feed them for some days longer in the stable. A new use for corn, it is claimed, has been discovered which will, if true, due pressure on the part of the United 45 years, who are citizens of the United greatly increase the consumption of States as a greater power; no surprise of States or have declared their intention this grain. By a process of vulcanizing any one; no possibility of objections by to become such citizens, shall be liable the eil of corn the chemists say that a product superior to that of the South yious result of the natural course of This is a part of article 1 of the law of American rubber tree results more reevents through a long period of years this state relating to the Missouri militis. silient and lasting than the latter. The

The farmer who feeds his pigs all corn

A Clever Trick. It certainly looks like it, but there i really no trick about it. Anybody can try it who has Lare Back and Weak Kidneys, Maleria or nervous troubles. We mean he can cure himself right The fastest ocean yoyage of its length, and by taking Electric Bitters. This which was 13,000 miles, has been made medicine tones up the whole system, will be pleasant. During the first fifteen which was 13,000 miles, has been made medicine tones up the whole system, days electric storms, auroras and earth- by a coast defence battleship, the Ore- acts as a stimulant to Layer and Kid-June 2 to 5 may be expected the first without mishap to machinery, although It cures Constipation, Headache, Faint. storm period in this section of the Unit- at high pressure all the way. This per- ing Spells, Sleeplessness and Melancholy. ed States. At this time we may expect formance will interest all the world, but It is purely vegetable, a mild laxative. cain, hall, lightuing. The 10th is the particularly the people of this country, and restores the system to its natural date the second storm period is due. for the reason that the Oregon was built vigor. Try Electric Bitters and be convinced that they are miracle workers. ning will illuminate the heavens at night. Unless ships like her are needed at Every bottle guaranteed. Only 50c a

-We will send you THE SENTINEL and Prairie Farmer, of Chicago, one of the best farm journals in the country for

-Come on-we have a bargain for you. We have made arrangements so that we can send you THE SENTINEL and the Toledo Blade, for only \$1.50, cash in advance. This is a genuine bargain—



We furnish The New York Weekly Iribune and yo r favorite home pape The Sentinel BOTH ONE YEAR FOR \$1.50.

Buy It of



C. CHIVERS. Architect, Rooms 223, 224, 228. ST. LOUIS, MO. SPRING VEHICLES OF ALL DESCRIPTIONS. Don't write for Catalogue.-We don't sell that way.-Come and see the Vehicles

We guarantee to save you mosey, as well as Rail Road Fare. We carry in Stock a full line of Buggies, Surries, Traps and Spring Wagons of all OUR RETAIL PRICE IS OTHER PEOPLES WHOLESALE.

HARNESS OF ALL CRADES. LACLEDE WACON & CARRIAGE CO., 1403 N. Broadway, ST. LOUIS, NO.

"DIRT DEFIES THE KING." THEN

IS GREATER THAN ROYALTY ITSELF.



whether the proposed possession of the sgainst bearing arms upon the payment should remember how quickly he tires ELKHART CARRIAGE AND HARLESS MYC. CO. W. R. PRATT, Sect. ELKHART, IND. eus to the United States." The report part of the constitution. The exemp- remember that the digestive organs of Sheriff's Sale Under School Fund Sheriff's Sale Under School Fund

Mortgage. Whereas, on the 12th day of March, 1883. Daniel F. Snell and Emma Snell, his wife, by Daniel F. Suell and Emma Suell, his wife, by their mortgage with power of sale, recorded in the recorder's office of Holt County, Missouri, in book 32, at page 285, conveyed to Holt County. Missouri, the following described real estate.

Missouri, the followingd escribed real estate lying and being situated in said county and state, to-wit:

Lot two [2], in block four [4] in the original town of Mound City, Helt County, Missouri.

Missouri, the following described real estate lying and being situated in said County and State, to-wit:

Lot two [2], in block four [4] in the original town of Mound City, Helt County, Missouri. town of Mound City, Hell County, Missouri, and Jown of Mound City, as the same is Which said conveyance was made in trust to secure the payment of a certain bend, as in acre-being a strip lifteen feet in whits efficiency

now, therefore by virtue of said mortgage and order of saie, I will, on TUESDAY, JUNE 7, 1898, between the hours of nine o clock in the foremon and five o'clock in the alternoon of that day, at the north court house door, in the city of Oregon, County of Holl, and State of Missouri, sell at public vendue, to the highest bidder, for eash in hand, all the right, title and interest of Daniel P. Saell and Emma Saell, his wife, of, in and to the above described real estate, or so much thereof as will be sufficient to satisfy said foregoing mortgage, interest and costs.

How to Look Good

Gook looks are really more than skin deep, depending entirely on a healthy and condition of all the vital organs. If the torogone markage, interest and costs, torogone markage, interest and costs, torogone markage, interest and costs, Sheriff of Holt County, if your stomach is disordered, you have a dyspeptic look; if your kidneys are affected, you have a pinched look.

age.

therefore by virtue of said mortgage and of sale, I willow TUESDAY, JUNE 7, 1885.

between the

-Another excellent offer that we

Letter From Alaska Boys.

We are located five miles from the ast at the foot of the glacier. The glacier is divided into four benches, or many dollars in doctors' bills steep places. The first beach is about 150 feet pull with block and tackle, or you can pack around it by going about 300 feet. The second bench is about one half mile further on; it is about twice as long as the first. The third is about a quarter of a mile further on and malaria, constipation and biliois 900 feet long. None of the benches ard too steep to walk up. On top of the third bench the trail is about level for TUTT'S Liver PILLS seven or eight miles. We have about six hundred pounds of our goods on the third bench and all the rest at the foot of the third, except our camping outfit. Frazer & McDonald Bank, There is about one bundred tents at the foot of the glacier. We have to go about three quarters of a mile for water and when we get on the glacier will have to melt snow. It is two miles to timber now and we will have to carry wood with us over the glacier. There U are several koctors here, don't know how they make their living as there is no suckness here. About half-way out left for a specified time. to the spring are the graves of two young men from Minnesota-one was accidently shot and the other died from over work. The second night we camped out it G. L. CUMMINS, Assistant Cashier

five above zero, but just as soon as the sun shines it gets warm. The sun shines hot enough in the middle of the day to blister a persons face -my face is as brown as a bacon rind and my nose. and lips were blistered so I could hardly OREGON. touch them. The weather has been clear ever since we have been here, except Monday, Wednesday and Thursday acts a general banking business. Inter-scow falling on those three days and it est paid on time deposites. Drafts sold (the snow) was very damp. The last on all the principal cities of the country (the snow) was very damp. The last two or three days it hasn't froze hardly ments to collect money due from estates any of nights. I saw quite a number of any of nights. I saw quite a number of in foreign countries. The accounts of mosquitos in the timber, Tuesday. There Farmers, Merchants and individuals res and much game around here. There spectfully solicited. Special care given are lots of crows and snow birds. The cross look natural but their rope is different no two can make the DANIEL ZACHMAN, some kind of noise. When the weather clear it does not get dark until nine relock in the evening and is broad dayght at three in the morning.

The five miles that we have traveled from the coast looks like it was level, but it gradually raises until it gets to the mountains. There are no foot-hills Capital Stock Paid Up, \$20,000 stops. Haven't they tried it. when you get to the mountains, they the mountains) rise almost straight up. Interest paid on deposits left for speci-The steamer, Nation City, is due in a fied time. day or two and then we expect to get some mail. It has been about a month since we had any mail from home. 1 bought a paper, Saturday, dated April Gony, Morris, Alex VanBuskirk. 16 it cost me 25 cents. The government sent about 50 men to Copper City IS of them went over the trail yesterday to Copper river, and part of the outlit were sent to Cook's Inlet.

Sunday was the first windy day we have had had the wind blew about 60 miles an hours. The wind blew George's hat off. He followed it about two miles to the timber, but when it went in the timber be lost it.

April 28, 1808 two leads this morning and quit. This proved methods and appliances in use morning a man told us gold had been found over on the lake that went seventy-five cents to the pan; but there are so many reports out about different things a person can't depend on any thing unless they actually see it them selves. There are three Kansas City boys that came in on the Albien with Special attention given to our crowd that are selling their cutfit so they can take the next boat home. Some one stole two hundred OREGON. . . MISSOURI had things stolen. April 29, 1898.

It has been snowing for the last five or six days and raining a little, yesterday and last night and is storming some to day. We are ready to move as soon as it is safe to travel. The snow is slidng down the mountain and it is not bench. George belped pull a man out of the snow that was caught in slide, of the snow that was caught in slide, Saturday, at the foot of third. The GILESA. LAUGHLIN Webster party from Illinois were moving their camping outlit from the foot of the third, yesterday morning, and were caught. Two or three of their men were hurt. Wm. Story, of their party, was bruised about the legs. He stayed with us Sunday night. He is 69 OREGON, - - - MISSOURI years old yet he works right along with the rest of the crowd. Their cooking tent was partially burned up, stove tent was partially burned up, stove crushed, three or four sleds broken, and Attorney - at - Law, four donkeys killed. We expect to stay here until it is safe to travel. Since I commenced this letter it has quit storm-

ing and the sun is about to shine. If our appetites hold out I don't think we will have grub enough to last six months. We have almost used one we can't keep in dried fruit and have only been cooking ten days.

THE ALASKA BOYS.
Copper City, Alaska, May 2, 1898. Women and Children. Office in Van.
Buskirk building. Telephone, No. 23. THE ALASKA BOYS. Skidmore Standard.

Millions Given Away. to know of one concern in the land who are not afraid to be generous to the needy and suffering. The proprietors of Dr. King's New Discovery for Consumption, Coughs and Colds, have given away over ten million trial bottles of this great medicine; and have the satisfaction of knowing it has absolutely cured thousands of hopeless cases. Asthbma, Bronchitis, Hoarseness and all diseases of the Throat, Chest and Lungs are surely cured by it. Call on Clark O. Proud. Druggist, and get a trial bottle free. Regular size 50c. and \$1. Every bottle guaranteed, or price refunded.

"One Minute Cough Cure is the best preparation I have ever sold or used and I can't say too much in its praise." L M. Nennon, Merchant, Odell, Cia. Sold by all druggists.

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OFFICE UPSTAIRS IN THE MOORE BLOCK.

Abstracter and Negotiator of Loans. Transfers for the week ending May WARRANTY DEEDS

all Sold at Clark O. Proud's drug store. 30 Tribune, and The Sentines, all for Schund E Turner to Jun France, Sr. jors bots 1, 2, 3, 4 and 3, black 43, Forest city. 30 for \$1.50.

Save Your Money.

One box of Tutt's Pills will save They will surely cure all diseases of the stomach, liver or bowels. No Reckless Assertion For sick headache, dyspepsia, usness, a million people endorse

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ESTABLISHED 1871. The oldest Bank in the county, Transto any business intrusted to us. Telephone, No. 12.

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safe to be on the trail this side of third Oregon. - Missouri. these advertisers; it is like throwing

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WM. KAUCHER, J. P. It is certainly gratifying to the public Pension Business a Specialty,

> "JOE'S PLACE," 112 North Second St., First Door South of Lutz ST. JOSEPH, MO

JOE OPPENHEIMER, Proprietor Finest Liquors, Choicest Cigars, Fresh Be on Tap. Good Pool Tables. Lextend a cordi-invitation to my many Holt county friends remember me when in the city

FRED MARKLAND. D. D. S.

OWN A TEN ACRE FARM in the Garden State of Deiaware, near all the large markets of the country. Only 5 hours from New York near Rail Roads, School and Post Office. High rolling lands, no hills or stones, rich soil, mild healthy clienate, only short distance from sea shore, plenty of fishing and hunting. \$10 down, bance its small morthly garments. Send for our paper which gives full information. Pelaware Land and Improvement Company, \$1 Broadway, New York City.

We have renewed our contract with the Inter Ocean, and can now turnish both one year for \$1.75: A postal card to

AS TO ADVERTISING.

Gentleman of Experience Gives Interesting Facts

J. M. Miller, formerly Eastern repreentative of the Chicago Daily News, who is in St. Joseph writing up the city for the New England Magazine, has had a great deal of experience in the advertising departiment of newspapers and a talk by him on that subject to a reporter for The Daily News will be interesting to the reader:

"A full page advertisment in the News York Journal, for instance, would cost for one time \$1,000 about the same in the New York Herald, and the Herald would set it up to suit itself, using only particular kind of type. It is a case where the advertiser can take it or let t alone.

"A page one time in the Chicago Daily News and Record would cost \$1,-050, or 50 cents per agate line. The Daily News will give no particular page or position to any advertiser at any price. Often this paper turns away full page advertisements for want of space. This may be hard to believe by advertisers who look upon giving advertising to the local papers as a matter of public spirit, or charity to 'help 'em along,'

"When a man deals out his advertising or that basis he had better not ad vertise at all. It is evident he does not understand the first principles of advertising.

"I asked a merchant some time ago if his advertising amounted to as much as his rent and he laughed at me as though he thought it would be ridieulous for a man to pay so much for ad

vertising. "Depend upon one thing: that if ad ertising didn't pay Marshall Field, Seigel, Cooper & Co., etc., of Chicago, and John Wanamaker of Philadelphia and New York and other large firms of those cities, they would not keep ad vertisement writers and managers at princely salaries to look after this end of the business, besides paying single newspapers as high as \$75,000 in a single year, I know one firm that paid one newspaper that amount in one year. Let them stop advertising and their business

"Is it any worder, then, that these firms clamor to get their advertisement

n the newspaper just right? "Once in a while a newspaper man implains that the merchants in his town cannot be made to see the point. "They are old established; the people know where they are; they have an established trade; advertising won't do them any good; they have tried it; they understand advertising, etc.' Are not Marshall Field and John Wanamaker old established? Do they stop advertising? No, they increase, if anything their expenditures each year and each

year they get stronger. "Look over the list of really prosperous and enterprising merchants in all the cities of the country, big and htvery large unijority, if they are not

liberal and constant advertisers. "The merchant who thinks he under stands advertising because for years he has inserted a holiday advertisement, or once in a while took a sport and then was mad when the advertising bill of \$15 or \$50 or \$100 came in Let such a merchant write the Ladies' Home Journal and ask them what they will insert has one inch advertisement for. Watch him when he reads the answer that it will cost just \$70, or \$5 an agate line for one

time; \$4,000 for the back cover page one time. Let the local advertisers look over the magazine pages and the columns of the leading newspapers after he has received from a number of them letters telling them what their advertisement in their papers would cost. He would say: 'I don't see how it pays money away.' Yet he sees these advertisements appearing regularly each issue. And this same gentleman, in all probability, will tell the local news paper man when he calls about adver tising, that he knows all about adver-

"To advertise costs money, and an amount of cash spent in advertising equaling the cost of a house and lot should be invested with as much care and the advertising copy should be got-

ten up up as carefully as the deed. "To ask if advertising pays amounts to the same as asking if business pays. One is as foolish a question as the other. In either case it depends. Advertising must be done right. It takes time and

attention, and costs money. A WORD TO OUR FARMERS.

A Few Practical Hints That We Be

lieve Would Greatl Benefit

Them if Taken Advantage of

In the first place, are you doing so

well that you de not care to do better? Are you keeping up your farm and im proving it, and living in comfort? Are Office over Zachman's Grocery Store you giving your children a good educa-tion, and laying by something for the rainy day? If you are doing all this you will follow our advice anyhow, and if you are not, we put this one question to you. Do you want to make money on your farm? Of course you do, and the best way to do it is to find out how others who are more successful do it, by subscribing for a good agricultural paper. The Practical Farmer, Philadel-phia, Pa., is the best agricultural paper we know of, and excels all others in giving just such valuable practical in formation that the farmer wants. It is published weekly, has editors who graduated on the farm, and is adapted to every State in the Union. Contains every week a whole page of farmers' experiences on crops and methods; a whole page of Short Cuts for farm and household work; a whole page of Mis Parlors, east side of square, next door takes, Failures and Successes, telling to residence, Oregon, Mo. The very latest what to avoid and what to follow. It is to residence, Oregon, Mo. The very latest improved methods and appliances. All the only paper for which T. B. Terry, of Ohio, writes. It has a Garden Department, anteed. Charges reasonable.

Horticultural and Poultry Departments and a Home Circle Department, all of which are ably edited by well known, we cheef and a vertice of the control of the con practical and experienced editors. It ublishes the latest news of the world. a complete and reliable market report, and answers through its columns all questions on any farm topic sent by sub-scribers. If you farm one acre or a thousand scree, you need The Practical Parmer. Its price is \$1.00 per year, but by a special arrangement we are enabled to offer it and THE SENTINEL